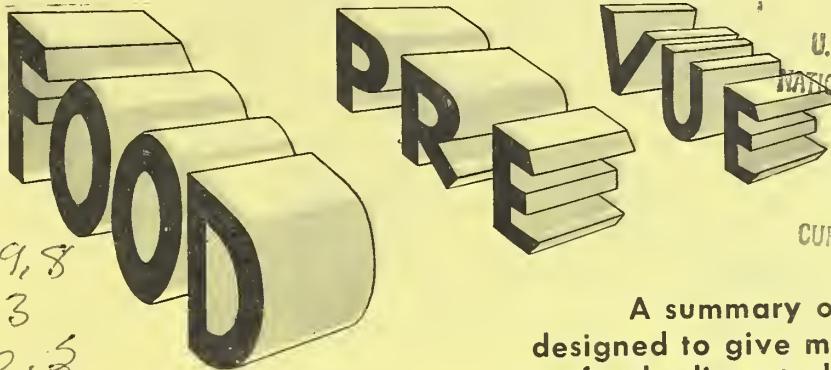


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

AUG 21 1963

CURRENT SERIAL RECORDS

A summary of the food outlook especially
designed to give maximum advance information
to food editors to help them plan food features

A 389.8
F 73
cap. 5

U.S. Department of Agriculture
Agricultural Marketing Service

July 29, 1963
F P - 73

MEATS.....The first half of the year saw commercial production of red meats reach an estimated 14.5 billion pounds--4.5% higher than in that period last year. In types of meat produced, there were around 6.5% more beef, 4% more pork, but 12% less veal and a 9% smaller output of lamb and mutton than a year earlier. In beef, increased production was mostly in the fed kind, which occurred mainly in the second quarter of the year. In the third quarter red meat production is expected to run nearly 7 billion pounds, which would be about 4% below the second quarter, but around 4% more than the 6.7 billion pounds produced in the third quarter last year. In the third quarter of this year production is expected to include more beef, veal, lamb and mutton, but less pork than the second quarter produced. However, in the third quarter of 1963 beef supplies will include more cow beef but probably less fed beef than in the previous quarter. Lamb slaughter is gaining seasonally but will probably average 5 to 8% below 1962 levels in the second half of the year.

POULTRY:

Broiler-.....Summer marketings are expected to run about 5% to 10% larger than a year earlier. In the second quarter Federally inspected liveweight slaughter of young chickens was about the same as in April-June 1962.

Turkeys.....Marketings this summer are expected to run somewhat higher than in the same months last year. However, the 1963 turkey crop will probably be only slightly larger than the 1962 crop. July 1 cold storage holdings totaled 90 million pounds--26% below that date last year but 10% above average. By September 1, the beginning of the main marketing season, stocks are expected to be built up to about the year-earlier level of 160 million pounds.

Eggs.....Farmers are expected to raise 314 million replacement chickens for egg-laying flocks this year--1% fewer than in 1962. Egg production in the remainder of 1963 is not likely to differ materially from a year earlier.

DAIRY.....Prospects are that 1963 milk production may not exceed--in fact, might even fall below last year's 125.9 billion pounds. The first six months of this year output ran 560 million pounds below that same period last year.

FRUITS.....Generally speaking, total production this year will be the lightest in several years. Here's a thumbnail sketch of the various estimates:

Peaches.....July 1, for the total U.S. crop, 73,133,000 bushels--nearly 4% below last year but 1% above average. California Clingstones, at 30,127,000 bushels, are about half a million bushels below last year but 23% above the 1957-61 average. Harvesting is later than usual this year. California Freestones, 12-1/2 million bushels, are 3% below last year, but average.

Plums.....Forecast at 97,500 tons, production is 8% above last year and 11% above average.

Prunes.....Output (fresh basis) in California, Oregon, Washington and Idaho, is 382,200 tons, compared with 456,300 last year, and the 1957-61 average of 400,160 tons.

Pears.....July 1 forecast is 20,147,000 bushels--31% below last year and 29% smaller than average. In the Pacific Coast States, Bartletts are down a sharp 38%, other types are down 1% from last year.

Cherries.....Estimates are for a sweet cherry crop of 73,205 tons--34% smaller than 1962's large crop and 16% below average. Sour cherries are estimated at 75,220 tons--57% below the large 1962 crop and 44% less than average.

Grapes.....Total crop estimated at 3,486,350 tons--9% larger than last year and 17% above average. Meanwhile, California's output breaks all records--3,250,000 tons--due to prospects for record production of raisin varieties--2,050,000 tons--which will be nearly a fourth larger than average.

Apricots.....Forecasts indicate 220,200 tons--32% greater than 1962 and 14% above 1957-61 average.

Apples.....July 1 estimates place the crop at 116,330,000 bushels--7% below last year and 4% smaller than the 1957-61 average.

Frozen.....Stocks on July 1 totaled 328 million pounds--down 37 million pounds from a year earlier. Average holdings for this date are 370 million.

Citrus.....While July 1 condition of Florida's 1963-64 citrus crops was sharply below a year ago, as well as below average, oranges and grapefruit were sizing well and were generally larger than usual for this time of year.

Orange Concentrate.....Stocks totaled 43 million gallons at the beginning of July, showing a reduction of 5 million gallons from June 1. For July 1, these holdings were 37% smaller than last year and 4% below average.

VEGETABLES:

Fresh.....Supplies of late summer vegetables should show a wide variety. Among the items in good supply will be tomatoes, corn, cabbage, onions and potatoes, beets, snap beans, green peppers, summer squash, lettuce and celery.

Processed.....Acreage planted to 9 major crops for processing is 8% below last year. Smaller acreages are indicated for green lima beans, contract cabbage for kraut, corn and tomatoes, which more than offset increases indicated for snap beans, beets, cucumbers, green peas and spinach.

Frozen.....July 1 holdings of frozen vegetables, including potatoes, climbed to a record 946 million pounds--77 million above last year's previous record, and 48% higher than the July 1 average.

Potatoes.....Total acreage planted to potatoes this year is about the same as last--1,391,500. First fall crop production forecasts are due August 9. Sweet potato production, though, is forecast at 16,656,000 hundredweight--12% below last year but larger than the small 1961 crop.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

AUGUST SANDWICH MONTH.....August 1 - 31 SCALLOP FESTIVAL DAYS August 1 - 31
SUMMER TURKEY TIME.....August 1 - 31 BETTER BREAKFAST MONTH September 1 - 30
CANNED TUNA PROMOTION...August through September

The following foods will be in plentiful supply during September: TURKEYS, CANNED TUNA, GRAPES, and FRESH SUMMER VEGETABLES.